

WHAT IS CLAIMED IS:

1. In an interactive information distribution system including information provider equipment and information consumer equipment, a method for use in
5 an information server comprising the steps of:
providing a primary content stream to an information consumer; and
in response to a stop or pause command received from said information consumer, performing the steps of:
halting the providing of said primary content stream to said
10 information consumer; and
providing a secondary content to said information consumer.
2. The method of claim 1, further comprising the step of:
restarting the providing of said primary content stream to said
15 information consumer in response to a play or resume command received from
said information consumer.
3. The method of claim 1, wherein said secondary content provided to said
information consumer is determined with respect to a demographic profile
20 associated with said information consumer.
4. The method of claim 1, wherein said advertisement content stream
provided to said information consumer is determined with respect to the
segment of said content stream being presented to said information consumer
25 contemporaneous to said stop or pause command.
5. The method of claim 4, wherein said secondary content provided to said
information consumer is additionally determined with respect to a
demographic profile associated with said information consumer.
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6. The method of claim 1, further comprising the steps of:

determining, for said halted content stream, the last scene of said primary content stream provided to said information consumer; and

selecting secondary content associated with said determined scene, said determined scene being associated with at least one secondary content stream,

- 5 said selected secondary content stream being provided to said information consumer in response to said received stop or pause command.

7. The method of claim 1, wherein said secondary content comprises advertising content.

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8. The method of claim 1, wherein said secondary content provided to said information consumer is provided as an applet comprising a video layer, a control layer and a graphics layer, said video layer providing at least imagery associated with said secondary content, said control layer enabling said

- 15 graphics layer to be used for selectively emphasizing and de-emphasizing portions of said video layer imagery, said selective emphasizing and de-emphasizing occurring in response to user interaction.

9. The method of claim 7, wherein said secondary content provided to said 20 information consumer is determined with respect to one of a demographic profile associated with said information consumer and the segment of said content stream being presented to said information consumer contemporaneous to said stop or pause command. 9.

- 25 10. In an interactive information distribution system including provider equipment and subscriber equipment, provider apparatus comprising:

a head end controller for interacting with subscriber equipment;
a video server, responsive to said head end controller for providing a primary content streams;

- 30 a transport processor, for communicating content to said subscriber equipment via a distribution network; and

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an advertisement manager, responsive to said head end controller for providing secondary content;

said head end controller, in response to a stop or pause command received from said subscriber equipment, causing said advertisement manager to provide said secondary content to said transport processor for communication to said subscriber equipment.

11. The apparatus of claim 10, wherein said secondary content provided to a subscriber is determined with respect to the demographic profile associated 10 with said subscriber.

12. The apparatus of claim 10, wherein said secondary content provided to said subscriber is determined with respect to the temporal segment of said content halted by said subscriber.

15 13. The apparatus of claim 12, wherein said primary content provided to said subscriber is divided into a plurality of temporal portions, each of said temporal portions having associated with it secondary content.

20 14. The apparatus of claim 13, wherein said secondary content comprises advertising content.

15. The apparatus of claim 10, wherein said secondary content provided to said subscriber is determined with respect to one of a demographic profile 25 associated with said subscriber and the segment of said content stream being provided to said subscriber contemporaneous to said stop or pause command.